EMPLOYMENT OUTLOOK SURVEY: First Quarter 1986

Manpower, Inc.

SUMMARY OF RESULTS

The following table shows the percentage of nearly 12,500 employers in 373 U.S. cities who plan to increase or decrease the size of their workforce during the first quarter of 1986 (January, February, March), compared to the first quarter, 1985 and fourth quarter, 1985.

	% Planning Increase			% Planning Decrease		
	1st Qtr. 1986	1st Qtr. 1985	4th Qtr. 1985	1st Qtr. 1986	1st Qtr. 1985	4th Qtr. 1985
National	19	20	25	13	12	10
Northeast	20	22	25	12	11	9
Midwest	16	17	22	17	15	12
South	21	23	27	11	10	8
West	19	19	24	14	13	13

National — The first quarter is seasonally a slow employment period and the coming quarter is no exception. Finance/Insurance/Real Estate firms are the most optimistic. The Durable Goods Manufacturing sector is expected to be down considerably from the same period last year.

Northeast — Hiring plans are above the national average. Brightest outlook is in the Finance/Insurance/Real Estate sector. Opportunities should be better than average in Transportation/Public Utilities and among Services firms.

Midwest — In all categories, employment expectations lag behind other areas, continuing a trend established in earlier quarters. Both Durable and Non-Durable Goods Manufacturers are suffering their lowest hiring plans in three years.

South — Southern states, normally the winter bright spot, are again ahead of other regions. Southern companies provide the nation's most favorable hiring outlook in Mining, Construction, Non-Durable Goods Manufacturing, Wholesale/Retail, Finance/Insurance/Real Estate, Education, Services, and Public Administration.

West — Outlook is slightly below national average, but unusual strength comes from the nation's strongest picture in Durable Goods Manufacturing. Overall, expectations approximate those of the comparable quarter last year.

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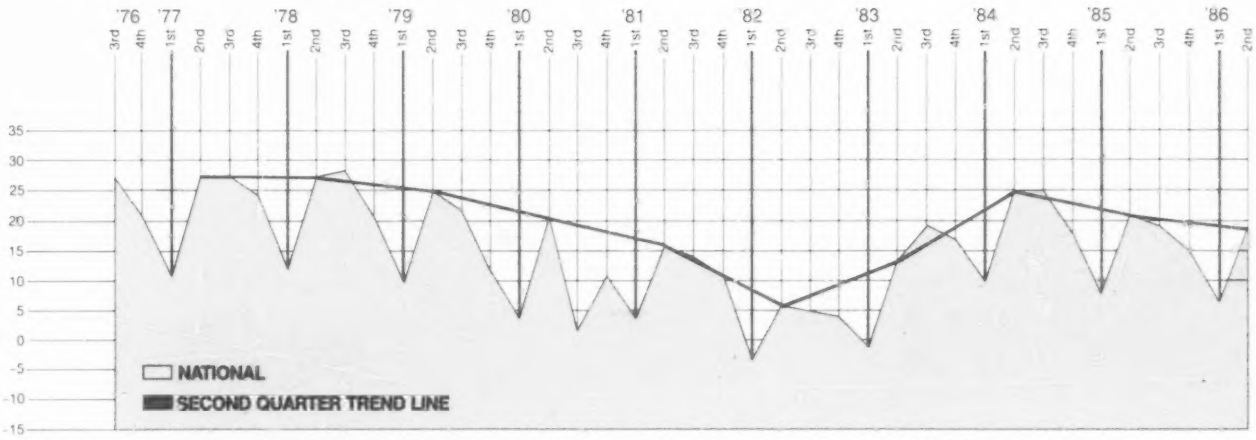
Second Quarter
April, May, June
1986

MANPOWER INC. EMPLOYMENT OUTLOOK SURVEY

NATIONAL OUTLOOK

MEASURE OF HIRING EXPECTATIONS*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NATIONAL
SECOND QUARTER TREND LINE

Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

Hiring plans for the second quarter of 1986 are staging a rebound from the sluggish levels of the past two quarters. The change is particularly evident in the manufacturing industries. Both Durable and Non-Durable Goods Manufacturers indicate stronger hiring plans and fewer reductions than were predicted in the past year.

In the Construction industry, expectations are nearly as high as in the highly favorable second quarter a year ago. Finance/Insurance/Real Estate firms—the clear national leaders last quarter—continue to forecast the same high employment activity as three months ago.

Employment plans among Wholesale/Retail firms are rebounding smartly from the traditional post-holiday staff reductions experienced three months ago. They foresee hiring activity to match that of a year ago.

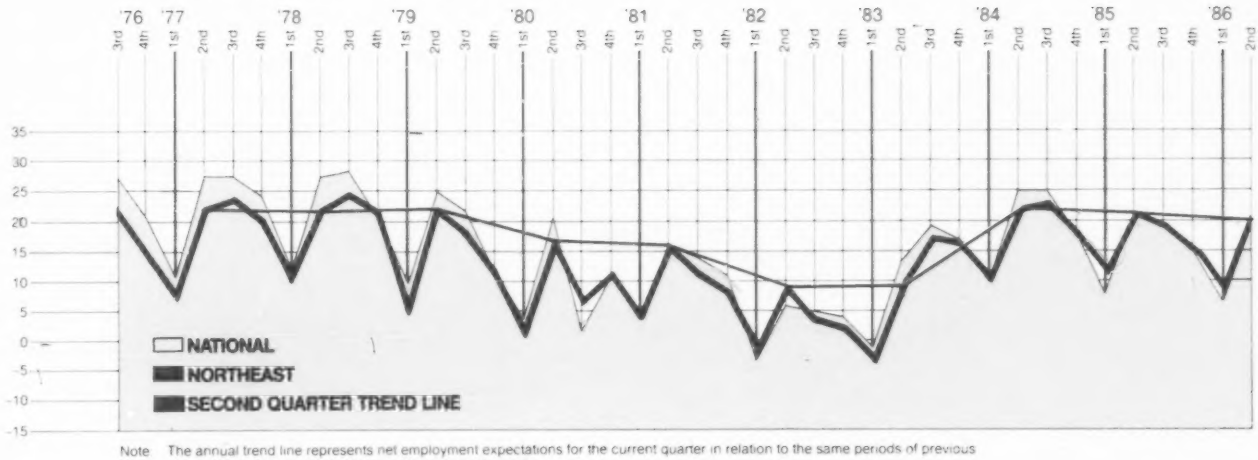
The results of the survey show an unusual consistency from region to region. Only the Western states lag behind a bit. Other areas are almost the same from one to another.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %	Net (Inc.-Dec.) %
Mining	7	76	16	1	−9
Construction	39	52	7	2	32
Manufacturing—Durable Goods	26	62	9	3	17
Manufacturing—Nondurable Goods	25	65	7	3	18
Transportation & Public Utilities	23	67	8	2	15
Wholesale & Retail Trade	29	62	6	3	23
Finance, Insurance & Real Estate	28	64	5	3	23
Education—Public & Private	12	79	7	2	5
Services	26	66	6	2	20
Public Administration	23	65	9	3	14
All Industries	26	64	7	3	19

NORTHEAST

Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

MEASURE OF HIRING EXPECTATIONS



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Bouncing from a deep low to its most optimistic level in two years, the employment outlook seems to have recovered fully. In fact, only a six-month period in mid-1984 prevents the coming quarter from being the most optimistic forecast since the late 1970's. This will be the third consecutive year of a second quarter increase in employment plans for the area.

The Construction industry, usually hiring workers for springtime projects at this season, again leads the way. Only once since 1978 has the Construction industry been more positive than the present forecast.

Finance/Insurance/Real Estate companies and Transportation & Public Utilities firms are also looking forward to the most optimistic hiring plans in the 10-year history of the survey.

The Northeast shows the strongest expectations in the nation. Only Non-Durable Goods Manufacturers and Public Administration employers fall below the national averages.

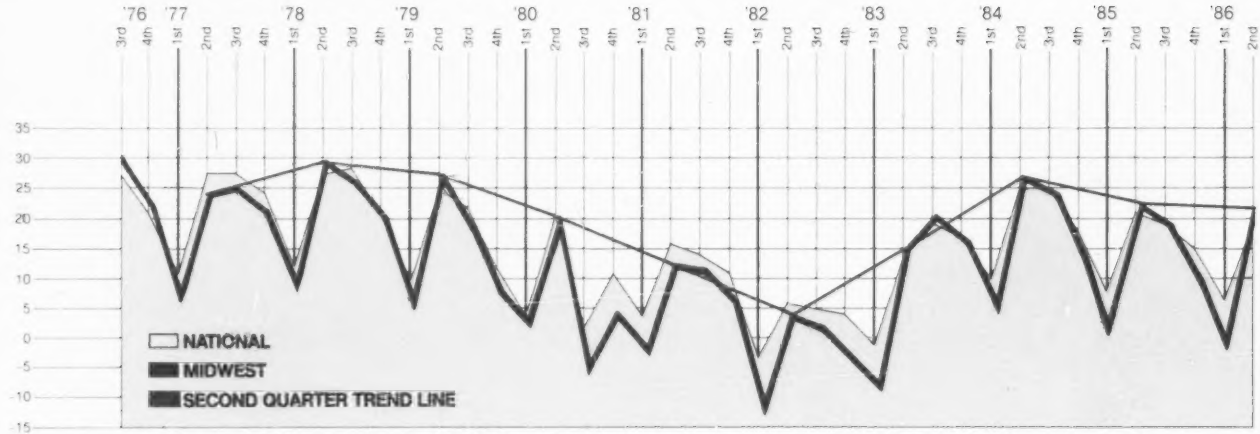
Industry Category	Increase %	No Change %	Decrease %	Don't Know %	Net (Inc.-Dec.) %
Mining*					
Construction	40	52	5	3	35
Manufacturing—Durable Goods	23	66	8	3	15
Manufacturing—Nondurable Goods	24	65	6	5	18
Transportation & Public Utilities	29	63	4	4	25
Wholesale & Retail Trade	29	63	5	3	24
Finance, Insurance & Real Estate	29	64	2	5	27
Education—Public & Private	15	76	6	3	9
Services	25	67	5	3	20
Public Administration	20	64	11	5	9
All Industries	26	64	6	4	20

*The size of the mining industry's responding sample does not permit a hiring trend forecast.

MIDWEST

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

MEASURE OF HIRING EXPECTATIONS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NATIONAL
MIDWEST
SECOND QUARTER TREND LINE

Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

The second quarter has traditionally shown strong employment plans by Midwest employers, and this year is no exception. After recording a negative outlook three months ago, the Midwest now has 28% of the companies planning to add staff and only 7% expecting to reduce employment.

The Construction industry—customarily strong in the second quarter—hasn't had a more favorable job outlook in 10 years! The Wholesale/Retail sector is anticipating a better than normal second quarter picture, which is ahead of the national average. The Finance/Insurance/Real Estate industry continues the favorable expectations of last quarter.

Manufacturers are optimistic as both Durable and Non-Durable Goods Manufacturing companies approximate the national averages. Only the Education field seems to show clear weakness in this area.

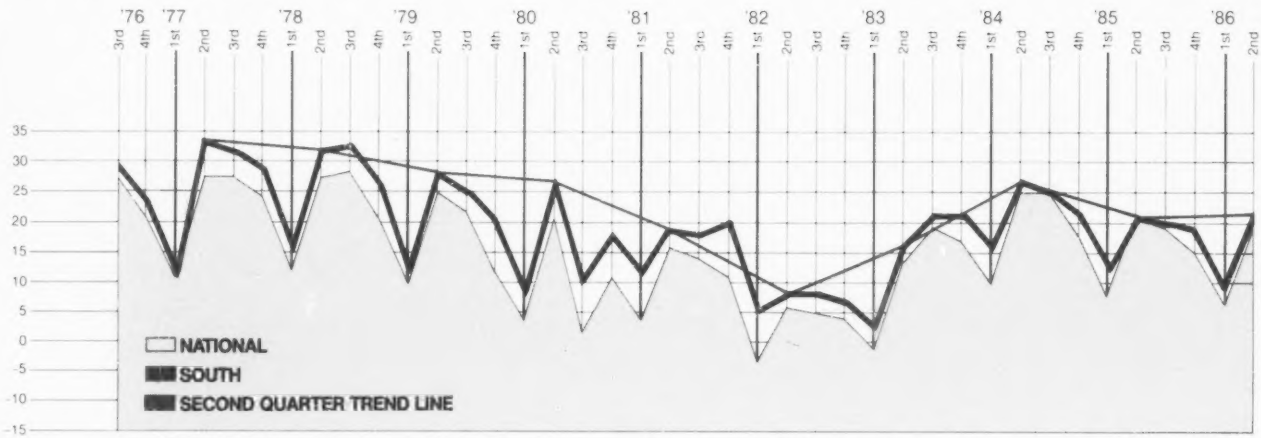
Industry Category	Increase %	No Change %	Decrease %	Don't Know %	Net (Inc.-Dec.) %
Mining*					
Construction	51	45	3	1	48
Manufacturing—Durable Goods	26	61	10	3	16
Manufacturing—Nondurable Goods	28	59	10	3	18
Transportation & Public Utilities	21	73	5	1	16
Wholesale & Retail Trade	32	61	5	2	27
Finance, Insurance & Real Estate	27	62	8	3	19
Education—Public & Private	9	78	12	1	-3
Services	26	66	6	2	20
Public Administration	24	64	10	2	14
All Industries	28	63	7	2	21

*The size of the mining industry's responding sample does not permit a hiring trend forecast.

SOUTH

Alabama
Arkansas
Delaware
District of Columbia
Florida
Georgia
Kentucky
Louisiana
Maryland
Mississippi
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia
West Virginia

MEASURE OF HIRING EXPECTATIONS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NATIONAL
SOUTH
SECOND QUARTER TREND LINE

Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

Although not significantly better than other regions of the country, employers in the Southern states plan one of their strongest hiring campaigns of the 1980's, and nearly all industry sectors will share in it.

The Construction industry, though highly optimistic, still falls slightly below the historical boom usually planned for the second quarter. Finance/Insurance/Real Estate employers anticipate more staff growth than in any quarter since 1979. After the traditional lackluster first quarter, Wholesale/Retail firms are forecasting strong hiring plans for the spring.

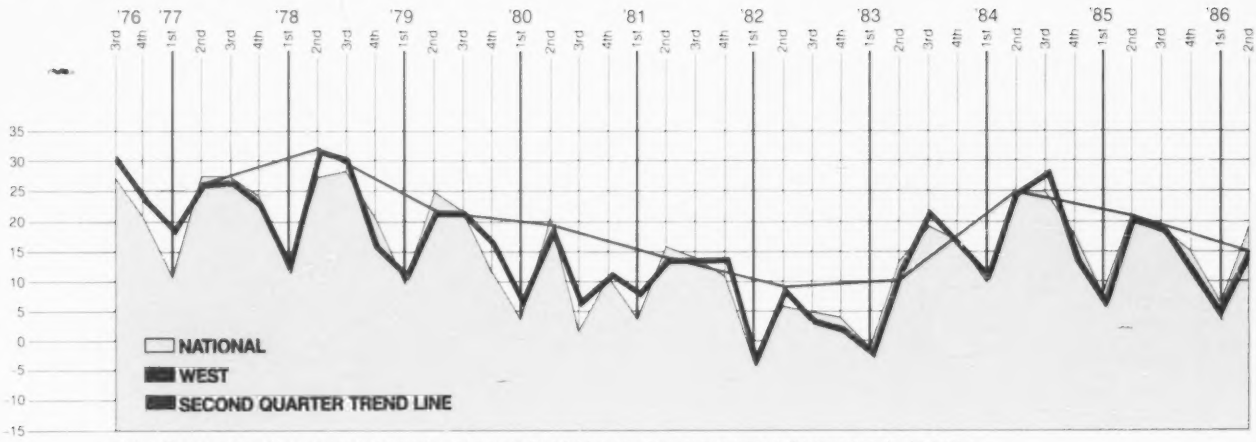
Only public sector plans seem a bit sluggish. The Public Administration field anticipates further hiring in less cases than last quarter. The same is true for plans among Education employers.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %	Net (Inc.-Dec.) %
Mining	8	76	13	3	−5
Construction	37	52	9	2	28
Manufacturing—Durable Goods	30	58	10	2	20
Manufacturing—Nondurable Goods	24	68	6	2	18
Transportation & Public Utilities	23	65	10	2	13
Wholesale & Retail Trade	30	62	6	2	24
Finance, Insurance & Real Estate	32	62	4	2	28
Education—Public & Private	15	79	5	1	10
Services	27	65	6	2	21
Public Administration	23	63	11	3	12
All Industries	28	63	7	2	21

WEST

Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

MEASURE OF HIRING EXPECTATIONS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NATIONAL
WEST
SECOND QUARTER TREND LINE

Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

The outlook in the Western states is clearly lagging behind the other regions, but the picture is much brighter than three months ago nonetheless.

Most sectors show a less favorable hiring level than the normal second quarter patterns. The important Durable Goods Manufacturing sector expresses hiring expectations above the national average. The large Western industries, such as Services firms and Wholesale/Retail businesses, fall somewhat behind the usual expectations of this season.

Public Administration and also the Public and Private Education field are looking toward rather favorable hiring levels this quarter. Both forecast more activity than usual at this springtime season.

Industry Category	Increase %	No Change %	Decrease %	Don't Know %	Net (Inc.-Dec.) %
Mining	5	68	27	0	-22
Construction	24	60	14	2	10
Manufacturing—Durable Goods	27	61	9	3	18
Manufacturing—Nondurable Goods	24	60	9	7	15
Transportation & Public Utilities	19	67	11	3	8
Wholesale & Retail Trade	22	65	8	5	14
Finance, Insurance & Real Estate	24	67	7	2	17
Education—Public & Private	10	84	4	2	6
Services	26	63	8	3	18
Public Administration	24	69	4	3	20
All Industries	23	65	8	4	15

MANPOWER
TEMPORARY SERVICES
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The quarterly Employment Outlook Survey is conducted as a public service of Manpower Inc. The survey was designed and is administered by Manpower's International Research Department, utilizing a statistically representative sample of more than 12,500 large public and private employers from among ten industrial sectors in 383 U.S. cities.

The second quarter 1986 survey is a measurement of employment plans for the permanent workforce and is based upon interviews conducted with the survey sample immediately prior to March 1, 1986.

The survey results reflect the intentions of the sample employers interviewed. Some of these intentions may change unexpectedly upon the conclusion of this survey.